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Patent
Attorney's Docket No. 1034445-000010

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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|------------------------------|---|---------------------------|
| In re Patent Application of |) | Amendment |
| Giacalone, Lou Jr. |) | |
| Application No.: 09/828,463 |) | Group Art Unit: 2154 |
| Filed: April 6, 2001 |) | Examiner: Haresh N. Patel |
| For: METHOD AND SYSTEM FOR |) | Confirmation No.: 6921 |
| ELECTRONICALLY |) | |
| DISTRIBUTING, DISPLAYING AND |) | |
| CONTROLLING ADVERTISING |) | |
| AND OTHER COMMUNICATIVE |) | |
| MEDIA |) | |

AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This reply and amendment is in response to the Office Action mailed on March 14, 2006 for the above-noted application. A petition requesting a 1 month extension of time accompanies this reply which is being filed on or before its current due date of July 14, 2006. In response to the Office Action, please amend the above-noted application as follows:

Amendments to the Claims in the listing of claims begin on page 2.

Remarks begin on page 13.

A terminal disclaimer is attached following page 21.

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